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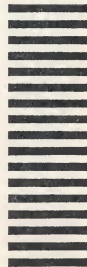
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Manual of Computer Documentation Standards with Forms

PRENTICE-HALL, INC., *Business & Professional Books Division*

Please send, just as soon as it is off the presses, a copy of the "MANUAL OF COMPUTER DOCUMENTATION STANDARDS," for me to examine . . . *even use* . . . for a full ten days after receipt. If I find that it proves of value to me, and I wish to keep the MANUAL, I will put through payment at \$150.00, plus postage and handling. If not, the book will be returned, and we will be under no further obligation.

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Prentice-Hall, Inc.

*invites you to inspect
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this vital guide for all data processing users:*

Manual of Computer Documentation Standards with Forms

by ROBERT S. KUEHNE, HERBERT W. LINDBERG, and WILLIAM F. BARON

ANNOUNCING: A complete set of standards for documenting your computer programs -- including all the forms you'll need -- ready to use at once in any EDP installation. . .large or small.

Dear Sir:

If your computer operation is like most -- and the chances are 10 to 1 it is -- your systems people and programmers virtually must "reinvent the wheel" every time a new program is to be installed, or even an old program streamlined and brought up to date.

Why so? Because most systems are poorly documented, if at all. Often because they were put in so fast, no one got around to formalizing the procedures in writing. Frequently because the systems man, or the programmer, left the company. . .and took the "key" with him.

But mostly because computer users have not had -- until now -- a set of ready-to-apply documentation standards suitable for any hardware or data processing departmental configuration.

You will be glad to know, then, that those standards now exist -- complete and ready for use, without need for modification unless you desire it. I will be ready to place them in your hands soon, in Prentice-Hall's forthcoming MANUAL OF COMPUTER DOCUMENTATION STANDARDS with FORMS. You may use the enclosed card to order a copy for free inspection.

These standards are a set of procedures and reproducible forms which will guide you in recording in permanent form the answers to:

1. What does the system do?
2. How does it work?
3. Who approved each step?
4. How can the system be modified?
5. Which form is sent to whom, and when?

(please see next page)

. . . and all the other hundreds of details about each system that now probably exist only in the minds of your personnel.

The MANUAL was created by Advanced Management Systems, of Santa Ana, California, a consulting firm which has offered its contents as a special service to its clients. This "Documentation Standards Package" has met with such success in actual use that AMS has agreed to have Prentice-Hall publish it for the benefit of all electronic data processing users. . . at a fraction of the price charged while the "Package" was being developed.

The MANUAL OF COMPUTER DOCUMENTATION STANDARDS WITH FORMS is not the usual treatise -- not even a "how-to-do-it" textbook; the work is already done for you. You can actually take it to your systems engineers, your programmers, or wherever your EDP is actually done, and say:

"Here. . . let's check our operations against these standards, and let's get our systems documented once and for all. . . so we don't have to start from scratch if someone leaves, or if a change is called for."

Once your entire roster of computer systems is documented, you need no longer fear the chaos that usually results when personnel changes; your systems can go on indefinitely. But apart from this important security, the MANUAL's standards:

- help eliminate duplication of work, overlapping functions, and wasteful use of resources. Data processing jobs can be completed sooner, with fewer hands at the wheel.
- make continuous, systematic improvements possible. Since each job is always handled in the same way, you can study it in its "frozen" state -- very difficult to do where there is no uniformity of procedure.
- are superb training aids for new people. Since each step is carefully explained -- in plain English, by the way, not in "computerese" -- the new programmer or systems man requires less formal instruction and supervision. He picks up the routines faster, makes fewer mistakes. . . and he is actually documenting the program for all time as he goes along from one logical step to the next.

THE "MATRIX" -- A POWERFUL, VISUAL CONCEPT OF THE COMPLETE SYSTEM

An important part of the MANUAL is the "EDP Documentation Standards Matrix" (illustrated in reduced size on the opposite page of this letter) which relates functional tasks to procedures. The "Matrix" graphically illustrates how the MANUAL OF DOCUMENTATION STANDARDS:

- affords you visual control downward, through all the strata of data processing activity -- so you can tell at what stage any given program is at any given time.
- gives your staff personnel visibility upward -- so each member will have a better understanding of the tasks to be done.
- is a valuable control tool for management at any level. At the same time, the "Matrix" -- as its name implies -- supplies you and your company with a format for the steps to be taken in an orderly, timely, successful computer program development and installation.

PURPOSE This procedure provides a cost estimate for the development, implementation, and operation of the system.

PURPOSE

This procedure provides a cost estimate for the development, implementation, and operation of the system.

PREPARATION

Completed during the functional task Prepare Cost Information (A.1)

RESPONSIBILITY

Analyst.

FORMS

Cost Information Form No. 13.

FILING

Data Processing Folder.

ENTRIES

1. Man-hours
 - 1a. Organization: Organization name.
 - 1b. Expenses: Man-hours and total dollars, by organization
 - 1c. Total: Totals for each organization.
 - 1d. Total: Totals for each phase.
2. Equipment
 - 2a. Organization: Organization name.
 - 2b. Expenses: Equipment cost, by organization, for

System Name:

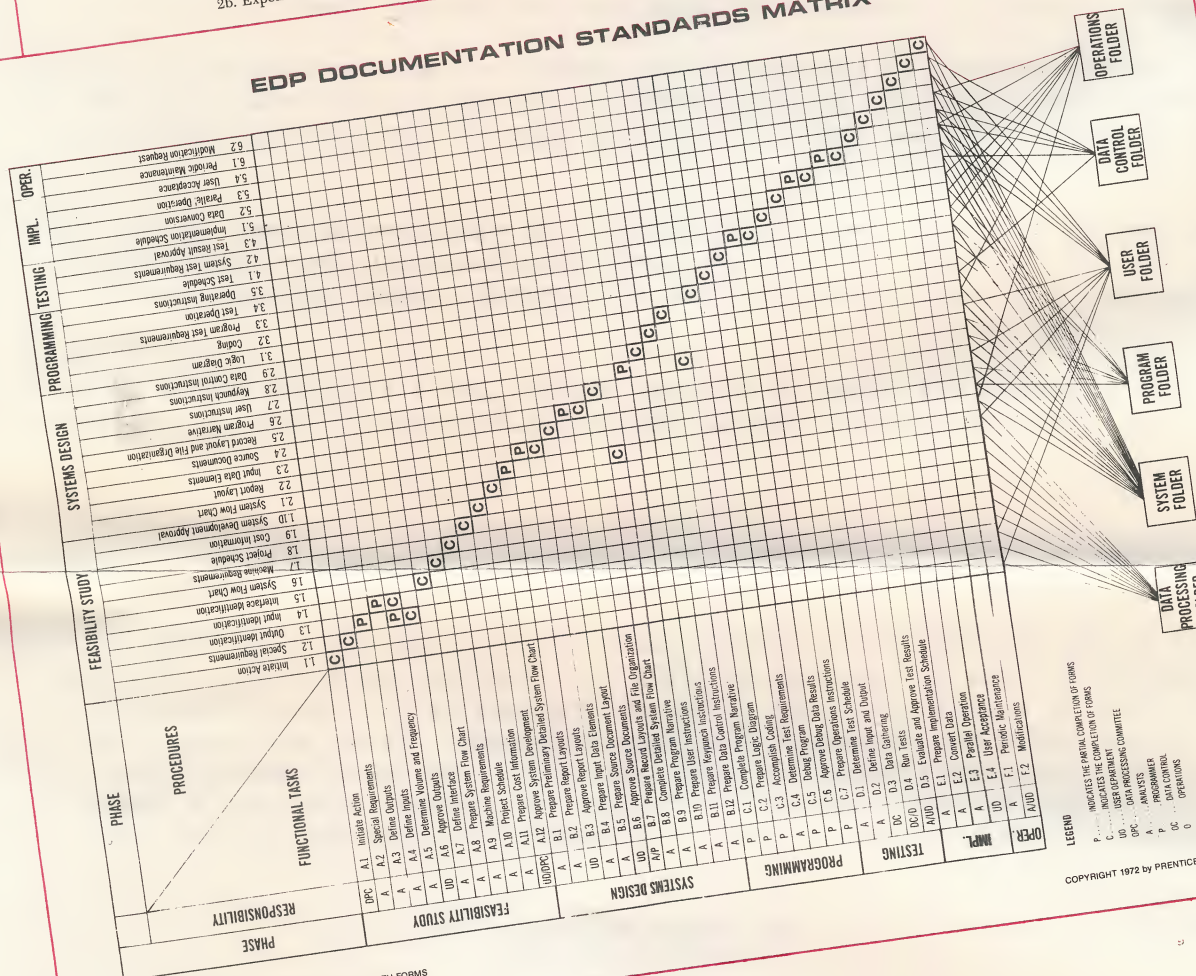
Page _____ of _____
Date _____

Date: _____ of _____

Date: _____
Prepared by: _____

Manhours and Costs		System Design		Programming		Testing		Implementation		Total	
		MH	Dollars	MH	Dollars	MH	Dollars	MH	Dollars	MH	Dollars
(1a)		(1b)									(1c)
Total		(1d)									
Equipment		Hrs.		Dollars		Hrs.		Dollars		Hrs.	
		Hrs.	Dollars	Hrs.	Dollars	Hrs.	Dollars	Hrs.	Dollars		
(2a)		(2b)									(2c)
Total		(2d)									
Organization		Frequency		Annual Operation		Costs per Frequency		Costs per Year		Dollars Year	
(3a)	(3b)					(3c)					
		MH	Dollars	Equipment	Dollars	MH					

EDP DOCUMENTATION STANDARDS MATRIX



LEADING INDICATES THE PARTIAL COMPLETION OF FORMS
P . . . INDICATES THE COMPLETION OF FORMS

C . . . USER DEPARTMENT
UD . . . DATA PROCESSING COMMITTEE
DPC . . . DATA ANALYSTS
A . . . PROGRAMMER
P . . . DATA CONTROL
DC . . . OPERATIONS
O

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The MANUAL itself gives you the step-by-step procedures for implementing a program along tested, standard lines -- while documenting all the way.

By means of annotated forms (such as is illustrated at the top of the previous page) the MANUAL's user is guided thru all steps of the programming process, including:

- the feasibility study, from the first request for a new system to the go-ahead for systems design,
- systems design, from the first flow chart to the final completed systems concept,
- programming, from the logic diagram through coding to a satisfactory systems test,
- implementation operation. . .right on to the steps to be planned for periodic maintenance and possible modification.

FULL SET OF FORMS MASTERS, READY FOR ECONOMICAL DUPLICATION

Another vital section of the MANUAL OF COMPUTER DOCUMENTATION STANDARDS WITH FORMS is the forms themselves -- clean, sharp "copy" from which you can duplicate, in any quantity you wish, any of the 42 working forms. The forms are loose, in a separate pocket up front. . .easily accessible any time you wish to copy them.

The standards and procedures in the body of the MANUAL are as comprehensive as can be. They touch every base, highlight every alternative, are applicable to any type of computer hardware configuration available, and any type of organizational structure, inside or outside your company. But. . .

. . .you may wish to eliminate some of the steps -- or elaborate on some others. In either case, the last section of the MANUAL guides you in making your modifications while insuring that your custom-made programs are logical, sound, and permanently documented.

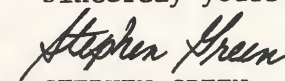
The MANUAL will be coming off press in the near future, and I strongly advise that you see it. You can do so, without cost or obligation to yourself or your company.

Simply fill in and return the enclosed reply card. When the MANUAL arrives, examine it thoroughly for ten days -- and decide whether or not you wish to adopt the standards for your company. If you decide against it, simply return the MANUAL, and our billing will be cancelled.

If you decide to put the MANUAL OF COMPUTER DOCUMENTATION STANDARDS WITH FORMS to work, only then will you put through payment at \$150, plus postage and handling. I remind you that the price is a small fraction of the charge made to its clients by Advanced Management Systems while the "Package" was being developed. It is also many times less than it would cost you to develop, test, and refine your own standards from scratch -- if you had the staff time to do it; and, of course, it is only a tiny fraction of your investment in the computer. It would be a good buy at ten times the price!

Why not have your secretary fill in and return the reply card today?

Sincerely yours,


STEPHEN GREEN